

Message Text

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ACTION EA-07

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FM AMCONSUL SYDNEY

TO USDOC WASHDC

INFO AMEMBASSY CANBERRA

SECSTATE WASHDC 5261

UNCLAS SYDNEY 0541

FOR COMMERCE FOR OIM/FAUSEL

CANBERRA FOR SIMPSON

E.O. 11652: N/A

TAGS: BEXP

SUBJ: AGRICULTURAL EQUIPMENT EXHIBITION

1. THIS IS EMBASSY-CAMPAIGN MANAGER-USTC-CCP MESSAGE.
2. TRADE CENTER AND COMMERCIAL SECTION HAVE COMPLETED POLL OF 20 PROSPECTIVE EXHIBITORS TO DETERMINE FEASIBILITY OF AGRICULTURAL MACHINERY AND SUPPLIES EXHIBITION PROPOSED FOR NATIONAL FIELD DAYS AT ORANGE, NSW, NOVEMBER 11-14.
3. POLL REVEALS THAT NUMBER OF ELIGIBLE POTENTIAL OTM EXHIBITORS IS LESS THAN 25 FIRMS. THIS MEANS THAT OTM UNIVERSE IS LESS THAN HALF AS LARGE AS WE EXPECTED, CHIEFLY BECAUSE MANY U.S.-BASED COMPANIES MANUFACTURE OUTSIDE UNITED STATES AND THEREFORE CANNOT MEET 51 PERCENT ELIGIBILITY REQUIREMENT.
4. TWENTY FIRMS WERE POLLED. OF THESE, SIX EXPRESSED INTEREST IN PARTICIPATING IN U.S. GUEST NATION EXHIBITION AT ORANGE. FIVE ARE CONSIDERED POSSIBLE EXHIBITORS AND NINE ARE DOUBTFUL OR NEGATIVE.
5. IN VIEW OF POLL RESULTS AND SMALL UNIVERSE OF UNCLASSIFIED

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ELIGIBLE FIRMS, IT IS UNREALISTIC TO EXPECT TRADE

CENTER TO PROCURE MORE THAN ELEVEN EXHIBITORS AS
CONTRASTED WITH 22 PROJECTED DURING FAUSEL VISIT.

6. TOTAL NUMBER OF EXHIBITORS WOULD BE 19 IF OIM CAN
RECRUIT PROJECTED TOTAL OF EIGHT.

7. NINETEEN EXHIBITORS PAYING FEE OF U.S. DOLS 520
WOULD PRODUCE REVENUE OF DOLS 9,880. EXHIBITION'S TOTAL
BUDGET ESTIMATE AS FORWARDED TO COMMERCE MARCH 11
TOTALS DOLS 20,125. THIS LEAVES SHORTFALL OF DOLS
10,245 TO BE MET FROM S AND E FUNDS. CAMPAIGN
MANAGER CONSIDERS THIS FIGURE LOW AS GUEST NATION
EXHIBIT LAST YEAR COST WEST GERMANY ABOUT DOLS
75,000.

8. BUDGET ESTIMATE WILL HAVE TO BE INCREASED IF IT
BECOMES NECESSARY TO ERECT TEMPORARY STRUCTURE TO
HOUSE INDOOR EXHIBITORS BEYOND THE VERY LIMITED
NUMBER WHO CAN BE ACCOMMODATED IN EXISTING COVERED
AREA OF 1,200 SQUARE FEET.

9. TRADE CENTER CANNOT RAISE EXHIBITOR CONTRIBUTION
ABOVE U.S. DOLS 520 BECAUSE LOCAL SPONSORS ARE
CHARGING ONLY U.S. DOLS 90 FOR EXHIBITORS SIGNING
UP INDEPENDENTLY. MOST OTM FIRMS POLLED WILL BE
EXHIBITING AT FIELD DAYS, ON THEIR OWN, WITH OR
WITHOUT OFFICIAL U.S. PARTICIPATION.

10. WE URGE QUICK POLL BY COMMERCE TO DETERMINE WHETHER
NUMBER OF NTM EXHIBITORS CAN BE SUBSTANTIALLY INCREASED
OVER THE EIGHT PRESENTLY PROJECTED. SPEED IS ESSENTIAL
BECAUSE ORGANIZERS OF ORANGE FIELD DAYS ARE PRESSING
TRADE CENTER FOR IMMEDIATE DECISION ON INVITATION
TO U.S. TO BE GUEST NATION, AND INVITATION MAY BE
WITHDRAWN IF WE DO NOT REPLY VERY SOON.

11. PLEASE ADVISE ASAP.
HANNAH

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